

WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

http://www.channel3000.com

CONTRACT

<u>Contract / Revision</u> 6087734 /		<u>Alt Order #</u> 06087734
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 03/24/12 - 04/03/12		<u>Estimate #</u>
<u>Advertiser</u> Political Various		<u>Original Date / Revision</u> 03/23/12 / 03/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISC-TV	<u>Account Executive</u> Matthew Norten	<u>Sales Office</u> HRP Washington
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

American Rambler Productions
138 Conant Street
Beverly, MA 01915

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WISC	03/26/12	03/30/12	News 3 This Morning	6-7am		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	MTWTF--				5	\$200.00			
N 2	WISC	04/02/12	04/03/12	News 3 This Morning	6-7am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/02/12	04/08/12	MT-----				2	\$200.00			
N 3	WISC	04/02/12	04/03/12	M-F Early Show	7-9am		:30			NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/02/12	04/08/12	MT-----				4	\$70.00			
N 4	WISC	03/26/12	03/30/12	M-F Early Show	7-9am		:30			NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	MTWTF--				10	\$70.00			
N 5	WISC	04/02/12	04/03/12	M-F News Replay	9-930am		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/02/12	04/08/12	MT-----				2	\$25.00			
N 6	WISC	03/26/12	03/30/12	M-F News Replay	9-930am		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	MTWTF--				5	\$25.00			
N 7	WISC	03/26/12	03/30/12	Price is Right	10-11am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	MTWTF--				5	\$150.00			
N 8	WISC	04/02/12	04/03/12	Price is Right	10-11am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/02/12	04/08/12	MT-----				2	\$150.00			
N 9	WISC	04/02/12	04/03/12	News 3 at Noon	12-1230pm		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/02/12	04/08/12	MT-----				2	\$150.00			
N 10	WISC	03/26/12	03/30/12	News 3 at Noon	12-1230pm		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/26/12	04/01/12	MTWTF--				5	\$150.00			
N 11	WISC	04/02/12	04/02/12	Dr Phil	3-4pm		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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6087734 /	06087734

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/24/12 - 04/03/12	ROMNEY FOR PRESID	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Various	03/23/12 / 03/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$90.00			
N 12	WISC	03/26/12	03/30/12	Dr Phil	3-4pm		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	MTWTF--				5	\$90.00			
N 13	WISC	04/02/12	04/02/12	Live at Five	5-530pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$300.00			
N 14	WISC	03/26/12	03/28/12	Live at Five	5-530pm		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	MTW----				6	\$300.00			
N 15	WISC	03/29/12	03/30/12	Live at Five	5-530pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$300.00			
N 16	WISC	04/02/12	04/02/12	News 3 at 6	6-630pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$400.00			
N 17	WISC	03/26/12	03/28/12	News 3 at 6	6-630pm		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	MTW----				6	\$400.00			
N 18	WISC	03/29/12	03/30/12	News 3 at 6	6-630pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$400.00			
N 19	WISC	04/02/12	04/02/12	Entertainment Tonight	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$400.00			
N 20	WISC	03/26/12	03/30/12	Entertainment Tonight	630-7pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	MTWTF--				5	\$400.00			
N 21	WISC	04/02/12	04/02/12	News 3 at 10	10-1035pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$550.00			
N 22	WISC	03/26/12	03/30/12	News 3 at 10	10-1035pm		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	MTWTF--				5	\$550.00			
N 23	WISC	04/02/12	04/02/12	CBS Monday	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$2,000.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WISC	04/02/12-04/08/12	CBS Monday	8-9pm	M-----	:30	\$2,000.00	NM		
Credited												
N 24	WISC	03/26/12	03/26/12	CBS Monday	8-9pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$2,000.00			
N 25	WISC	04/02/12	04/02/12	CBS Monday	9-10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$1,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WISC	04/02/12-04/08/12	CBS Monday	9-10pm	M-----	:30	\$1,200.00	NM		
Credited												

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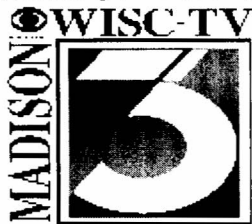
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/24/12 - 04/03/12	ROMNEY FOR PRESID	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Various	03/23/12 / 03/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 26	WISC	03/26/12	03/26/12	CBS Monday	9-10pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	1-----				1	\$1,200.00			
N 27	WISC	03/27/12	03/27/12	CBS Tuesday	7-8pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-1-----				1	\$1,000.00			
N 28	WISC	03/27/12	03/27/12	CBS Tuesday	8-9pm		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-1-----				1	\$1,300.00			
N 29	WISC	03/28/12	03/28/12	CBS Wednesday	7-8pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	--1----				1	\$800.00			
N 30	WISC	03/28/12	03/28/12	CBS Wednesday	8-9pm		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	--1----				1	\$1,050.00			
N 31	WISC	03/28/12	03/28/12	CBS Wednesday	9-10pm		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	--1----				1	\$1,100.00			
N 32	WISC	03/29/12	03/29/12	CBS Thursday	9-10pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---1---				1	\$1,700.00			
N 33	WISC	03/30/12	03/30/12	CBS Friday	8-9pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	----1--				1	\$800.00			
N 34	WISC	03/30/12	03/30/12	CBS Friday	9-10pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	----1--				1	\$800.00			
N 35	WISC	03/24/12	03/24/12	Sat CBS Early Show	6-8am		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/19/12	03/25/12	-----2-				2	\$50.00			
N 36	WISC	03/31/12	03/31/12	Sat CBS Early Show	6-8am		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----2-				2	\$50.00			
N 37	WISC	03/24/12	03/24/12	News 3 at Six	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/19/12	03/25/12	-----2-				2	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	News 3 at Six	6-630pm	-----Sa--	:30		\$150.00	NM		
				Credited								
	2	WISC	03/19/12-03/25/12	News 3 at Six	6-630pm	-----Sa--	:30		\$150.00	NM		
				Credited								
N 38	WISC	03/31/12	03/31/12	News 3 at Six	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----2-				2	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	News 3 at Six	6-630pm	-----Sa--	:30		\$150.00	NM		
				Credited								
	2	WISC	03/26/12-04/01/12	News 3 at Six	6-630pm	-----Sa--	:30		\$150.00	NM		
				Credited								
N 39	WISC	03/31/12	03/31/12	News 3 at 10	10-1035pm		:30			NM	2	\$600.00

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----2- 2 \$300.00												
N 40	WISC	03/24/12	03/24/12	News 3 at 10	10-1035pm		:30			NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----2- 2 \$300.00												
N 41	WISC	03/25/12	03/25/12	CBS Sunday Morning	8-930am		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----2 2 \$250.00												
N 42	WISC	04/01/12	04/01/12	CBS Sunday Morning	8-930am		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----2 2 \$250.00												
N 43	WISC	04/01/12	04/01/12	Face the Nation	930-10am		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$200.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	Face the Nation	930-10am	-----Su	:30		\$200.00	NM		
	Credited											
N 44	WISC	03/25/12	03/25/12	Face the Nation	930-10am		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$200.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	Face the Nation	930-10am	-----Su	:30		\$200.00	NM		
	Credited											
N 45	WISC	04/01/12	04/01/12	For the Record	10-1030am		:30			NM	1	\$10.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$10.00												
N 46	WISC	03/25/12	03/25/12	For the Record	10-1030am		:30			NM	1	\$25.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$10.00												
N 47	WISC	04/01/12	04/01/12	News 3 at 530	530-6pm		:30			NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----2 2 \$200.00												
N 48	WISC	03/25/12	03/25/12	News 3 at 530	530-6pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----2 2 \$200.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/19/12-03/25/12	News 3 at 530	530-6pm	-----Su	:30		\$200.00	NM		
	Credited											
	2	WISC	03/19/12-03/25/12	News 3 at 530	530-6pm	-----Su	:30		\$200.00	NM		
	Credited											
N 49	WISC	03/25/12	03/25/12	CBS Sunday	6-7pm		:30			NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$1,500.00												
N 50	WISC	04/01/12	04/01/12	CBS Sunday	6-7pm		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$1,500.00												
N 51	WISC	03/25/12	03/25/12	CBS Sunday	7-8pm		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$1,500.00												
N 52	WISC	04/01/12	04/01/12	CBS Sunday	7-8pm		:30			NM	0	\$0.00

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WISC-TV
7025 Raymond Road
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(608)271-4321

http://www.channel3000.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
6087734 /	06087734

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/24/12 - 04/03/12	ROMNEY FOR PRESID	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Various	03/23/12 / 03/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$1,500.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WISC 03/26/12-04/01/12 CBS Sunday 7-8pm -----Su :30 \$1,500.00 NM Credited												
N 53	WISC	03/25/12	03/25/12	CBS Sunday	8-9pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$900.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WISC 03/19/12-03/25/12 CBS Sunday 8-9pm -----Su :30 \$900.00 NM Credited												
N 54	WISC	04/01/12	04/01/12	CBS Sunday	8-9pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$900.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WISC 03/26/12-04/01/12 CBS Sunday 8-9pm -----Su :30 \$900.00 NM Credited												
N 55	WISC	04/01/12	04/01/12	CBS Sunday	9-10pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----1 1 \$800.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WISC 03/26/12-04/01/12 CBS Sunday 9-10pm -----Su :30 \$800.00 NM Credited												
N 56	WISC	03/25/12	03/25/12	CBS Sunday	9-10pm		:30			NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----1 1 \$800.00												
N 57	WISC	04/01/12	04/01/12	News 3 at 10	10-1035pm		:30			NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----2 2 \$800.00												
N 58	WISC	03/25/12	03/25/12	News 3 at 10	10-1035pm		:30			NM	2	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----2 2 \$800.00												
N 59	WISC	03/31/12	03/31/12	Final Four	5-10pm		:30			NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/26/12 04/01/12 -----S- 2 \$2,000.00												
N 60	WISC	04/02/12	04/02/12	Championship Game	8-1030pm		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 04/02/12 04/08/12 M----- 1 \$3,000.00												
N 61	WISC	03/25/12	03/25/12	Badger Sports	1105-1135pm		:30			NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----S 2 \$500.00												
N 62	WISC	04/03/12	04/03/12	M-F News Replay	9-930am		:30			NM	1	\$25.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 04/02/12 04/08/12 -T----- 1 \$25.00												
N 63	WISC	03/24/12	03/24/12	Regional Final	130-10pm		:30			NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/19/12 03/25/12 -----S- 2 \$1,000.00												
Totals											122	\$49,515.00

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Contract / Revision 6087734 /		Alt Order # 06087734
Contract Dates 03/24/12 - 04/03/12	Product ROMNEY FOR PRESID	Estimate #
Advertiser Political Various		Original Date / Revision 03/23/12 / 03/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Time Period		# of Spots		Gross Amount		Net Amount						
02/27/12 - 03/25/12		16		\$8,135.00		\$6,914.75						
03/26/12 - 04/03/12		106		\$41,380.00		\$35,173.00						
Totals		122		\$49,515.00		\$42,087.75						

Signature: _____

Date: _____

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